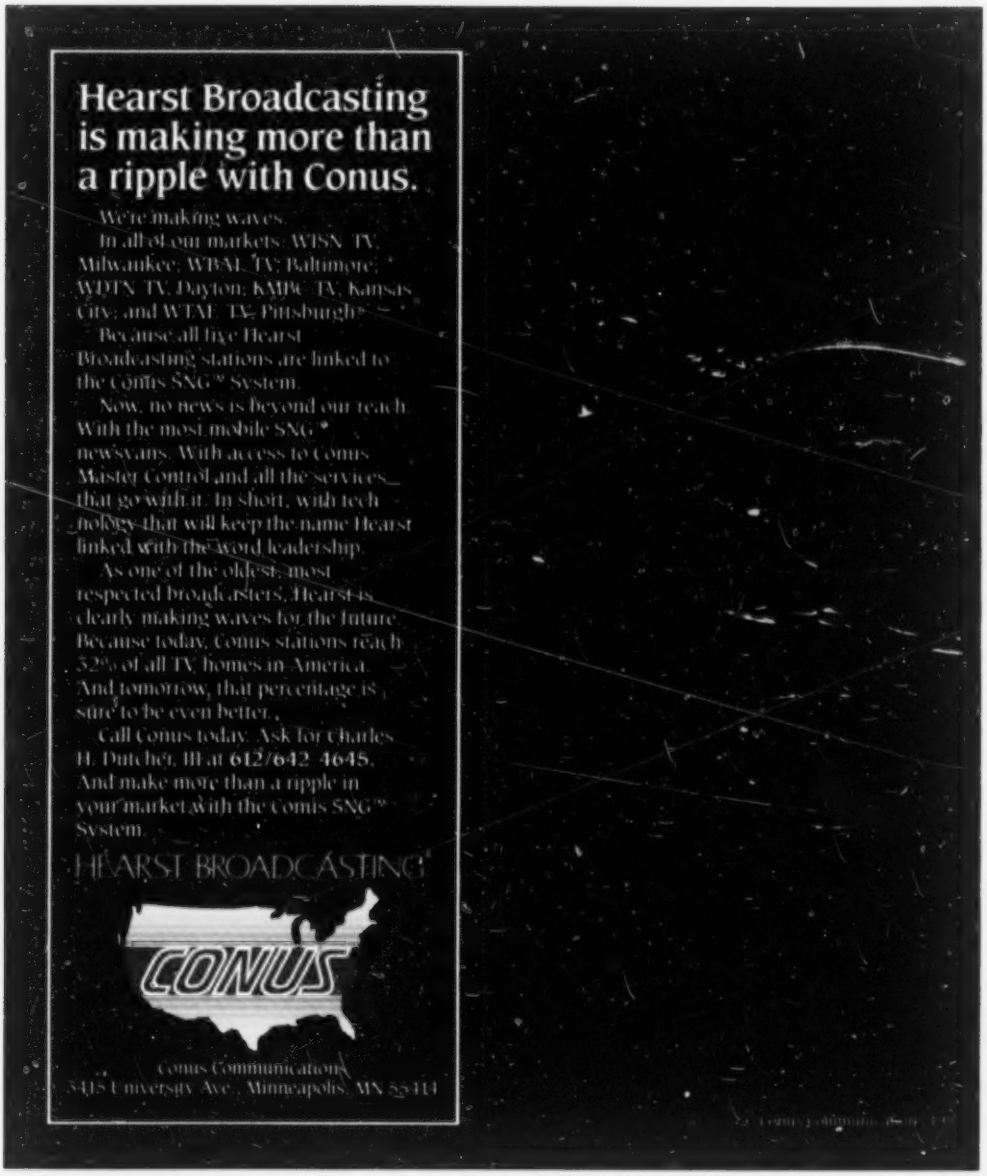
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 11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Vol. 109 No. 20

Broadcasting Nov 11

Hard times for AM
NBC's strong fall start
Group W buys RKO's KHJ-TV Los Angeles

AM BLUES □ Radio's older band has fallen on tough times as listeners shift loyalties to FM. BROADCASTING probes the reasons why in a state-of-the-industry report. **PAGE 35.**

THERE TO STAY? □ NBC has an early lead in the new prime time season ratings, surprising some observers. Will the momentum continue? **PAGE 36.**

FREE MARKETPLACE □ NTIA report urges removal of cable's compulsory license. **PAGE 38.**

L.A. BUY □ Group W buys RKO's KHJ-TV for $313 million. RKO's WOR-TV also put on the block. **PAGE 39.**

GENDER PROTRAYAL □ National Commission on Working Women blasts new network schedules, saying progress in portrayal of women has slowed since last year. **PAGE 54.**

NUMBER FOUR □ NBC wins the prime time ratings race for the fourth time in six weeks. **PAGE 56.**

AWARD HONORS □ Gabriel and Communications Excellence to Black Audiences awards announced. **PAGE 62, 64.**

HDTV in L.A. □ High-definition television hot topic for discussion at SMPTE meeting in Los Angeles. **PAGE 70.**

MUST-CARRY STUDY □ NATPE member survey, sent to the FCC, finds that elimination of must-carry rules will hurt TV stations. **PAGE 74.**

SPACE COVERAGE □ Problems of higher insurance premiums in wake of satellite losses are discussed on Capitol Hill, but few feel government intervention is called for. **PAGE 76.**

WHO'S NEXT □ Many Fifth Estate companies have made moves to make it more difficult for unfriendly takeovers to occur. But Wall Street observers believe that interest remains strong in media companies. **PAGE 83.**

MURDOCH PAPERS □ Rupert Murdoch discloses his financing plans for purchase of Metromedia. **PAGE 85.**

SCRAMBLING UPDATE □ Cable operators appear to be winning both the battle and the war concerning scrambling. Home satellite industry is not happy. **PAGE 86.**

GOING ON □ NAB decides to continue participation in joint radio convention with NRBA. **PAGE 88.**

FRENCH FEED □ CBS nears closing of deal to bring *Evening News* to private French television channel. **PAGE 91.**

CLOSED SHUTTERS □ South Africa announces new press restrictions. **PAGE 91.**

PBS VISIONARY □ WTTW's William McCarter has helped build two of PBS's main production operations, which have contributed some of the most enduring and popular programing on public television. **PAGE 111.**

INDEX TO DEPARTMENTS

Business 83	Editorials 114	Journalism 91	Programing 54
Business Briefly 18	Fates & Fortunes 107	Law & Regulation 74	Riding Gain 80
Cablecastings 10	Fifth Estater 111	The Media 86	Stock Index 78
Changing Hands 90	For the Record 93	Monday Memo 30	Technology 70
Closed Circuit 7	In Brief 112	Open Mike 28	Telecastings 66
Datebook 30			

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INDEX TO ADVERTISERS: American Women in Radio and Television 75 □ Americom Media Brokers, Inc. 90 □ Associated Press Broadcast Services 18, 34 □ Blackburn & Co., Inc. 88 □ Blair Entertainment Second Cover/3 □ Blair Radio/Blair RAR 81 □ BrightStar 73 □ Broadcast Electronics, Inc. 47 □ Broadcast Management Plus 77 □ CBS RadioRadio 43 □ Chapman Television 92 □ Classified Ads 98-106 □ Colbert Television Sales 55 □ Colex Enterprises 32-33 □ Columbia Pictures Television 8-9 □ COMSAT General Corp. 15 □ Continental Electronics 80 □ Conus Communications Front Cover □ Delta Air Lines 79 □ Dolby Labs 69 □ The Fetzer Stations 49 □ Gammon & Ninowski Media Investments, Inc. 93 □ Grandy & Berkson Media Brokers 91 □ Group W Newsfeed 11 □ The Ted Hepburn Co. 89 □ IBM Corp. 62-63 □ The Livingston Awards 71 □ Lorimar 23, 24-25, 26 □ MCATV 4, 6, 12-13 □ MGM/UA Entertainment Co. 16-17 □ Mutual of Omaha 65 □ NBC News 51 □ Orion 19, 20-21 □ Petry, Inc. 53 □ Professional Cards 97 □ RKO Radio Third Cover □ Services Directory 96 □ D.L. Taffner 57 □ Television Program Enterprises 58-59 □ TV Extra 29 □ 20th Century Fox Television 44-45 □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribution 31 □ WGBS-TV 67 □ WLVI-TV 61

nounces that the evening news feature highlights an employment issue—whether it's pension problems, sexual harassment or the effects of layoffs on last-hired workers—today that reporter is more likely to say that this issue just happens to affect women disproportionately."

This year's awards presentation also reflected a new category of awards—excellence in children's television. Among those receiving recognition were the Public Broadcasting Service's *3-2-1 Contact* and ABC's *The ABC After School Special*.

After presenting this season's programing critique, Thomas offered her hope for next year: "Do us all a favor, Hollywood," she said. "Catch the spirit of your sisters, your daughters, your mothers, your aunts. Give us women to measure up to the women we know in real life. Women who dream and dare to achieve. Throw out the old plot lines—please—and join us in shaping this last lap into the 21st century," she said.

Following are the first, second and third place Alice award winners:

First place winners

Public affairs/documentary—television □ *Women of Steel*—Mon Valley Media, Pittsburgh. Producers Allyn Stewart, Beth Destler, Steffi Domike and Linny Stovall.

Public affairs/documentary—radio □ *Hard Times Cotton Mills Girls*—WMBR-FM Cambridge, Mass. Producer Jennifer Abod.

News series—television □ *Equal Under God?*—WTVD-TV Durham, N.C. Producer Miriam Thomas.

News series—radio □ *Crisis in Day Care*—WBUR-FM Boston. Producers Margot Stage and Eileen Bolinsky.

Entertainment—television □ *Cagney & Lacey*, "Rules of the Game" and "Con Games," two-part episode—Orion Productions, Los Angeles. Executive producer Barney Rosenzweig.

Entertainment—radio □ *Libba Cotten: A Profile*—National Public Radio, Washington. Producer Linda Mack.

Editorial—television □ *The Working Woman*—WCBS-TV New York. Editorial director Lesley Crosson.

News feature—television □ *Penny Harrington*—Oregon Pub-

NBC takes week six as sweeps begin

For the fourth time in the six-week 1985-86 season, NBC won the prime time ratings race, scoring a 17.5 average rating and a 27 average share. CBS had a 16.7/26 and ABC a 15.3/24. The week of Oct. 28-Nov. 3 marked the return of the networks' regular schedules, after two weeks of baseball playoffs, carried by NBC (weeks three and four), and a week of the World Series, carried by ABC (week five).

Sunday, Nov. 3, saw the first major night of sweeps competition, with ABC airing the first part of its *North and South, Part 1* mini-series (25.8/37) and NBC "48 Hours" (20.8/30) and a one-hour *Amazing Stories* (19.9/27) special. Despite the special programing, CBS won Sunday. The first four days of sweep rating in Nielsen showed NBC in the lead with an 18.2/28, followed by CBS (17.6/27) and ABC (13.8/21).

In season-to-date ratings, NBC has five of the top 10 shows, CBS three and ABC two. The top 10 are: *The Cosby Show* (30.6/47), *Family Ties* (28.3/43), *Dynasty* (23.7/36), *Murder, She Wrote* (23.5/35), *Cheers* (23.5/35), *Dallas* (23.1/37), *Who's the Boss* (22.4/35), *60 Minutes* (21.6/35), *Miami Vice* (21.4/35) and *NBC Monday Night Movies* (21/31). In season-to-date ratings, NBC is up 1.1 rating points over a year ago, ABC is up one point and CBS up 0.2.

In nightly wins, CBS won Monday, Friday and Sunday; ABC took Tuesday and Wednesday, and NBC won Thursday and Saturday.

■ On Monday, *Scarecrow & Mrs. King* (8-9 p.m.), *Kate & Allie* (9-9:30) and *Newhart* (9:30-10) all won their time periods to give CBS the night. ABC's *Monday Night Football* (9-12:18 p.m.) fell off from 11th place two weeks ago (when it had a 21/35) to 38th last week (15.4/27). ABC estimates that it lost 1.3 national ratings points because the Raider-Charger game was blacked out in Los Angeles since it was not a sellout.

■ ABC won Tuesday night on the strength of its 8 to 10 schedule, as has often been the case this season. But while 12th-ranked *Who's the Boss* (20.4/31) overcame the first half hour of *A Team* (18.4/28), 20th-ranked *Growing Pains*, from 8:30 to 9, could not. *A Team* ranked 23rd for the week. In its first week on Tuesday from 10 to 11 p.m., *Spenser: For Hire* (15/25) placed second to the *CBS Tuesday Night Movie* (15.6/25) in its first half hour, and third in its second half hour.

■ ABC also was a winner on Wednesday, with both the nineth-ranked *Dynasty* (22/33) and 24th-ranked *Hotel* (17.9/31) taking their one-hour time periods. From 8 to 9, *The Insiders* (12.3/19) placed third, as NBC's *Highway to Heaven* (19.4/30) won the time period.

■ Thursday was once again carried by NBC, with its 8 to 10 comedy block containing the first-, second-, sixth- and eighth-ranked shows. Also from 8 to 10, an *ABC Movie Special*, "Goldfinger," placed 66th out of the week's 67 programs, with a 8.3/13. *Knots Landing* (18.5/31) took the 10 to 11 p.m. time period, as *Hill Street Blues* (14.9/25) placed second.

■ Although each network won one hour on Friday night, CBS managed to win the night on the strength of *Dallas* (23.5/38), which won at 9. From 8 to 9, ABC's *Webster* (15.7/26) and *Mr. Belvedere* (14.3/24) were number one, and from 10 to 11, NBC's *Miami Vice* (20.6/35) defeated its closest competitor, *Falcon Crest* (19.2/32). An *ABC Movie Special*, "In the Midnight Hour," from 9 to 11, scored a 10.5/17.

■ NBC took every half-hour of Saturday night, led by the 15th-ranked *Golden Girls* (19.6/31). From 8 to 9, ABC's *Hollywood Beat* (8.9/13) was the lowest-ranked show of the week. The *CBS Saturday Night Movie* (13.6/23), "Badge of the Assassin," from 9 to 11, scored a 13.6/23.

■ Sunday night was perhaps the closest night of competition among the networks. CBS came out on top, on the strength of the third-ranked *Murder, She Wrote* (26.2/36), from 8 to 9, and the fifth-ranked *60 Minutes* (24.6/37), from 8 to 9. But the first part of *North and South* on ABC, from 9 to 11, won every half hour it was on the air. Opposite it, the *NBC Sunday Night Movie* placed second in the time period and 10th for the week. NBC's *Amazing Stories* (19.9/27), ranked second in its one-hour, 8 to 9 time period, and 14th for the week. Last week, the regular half hour version of the show ranked 41st.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.1/46
2.	Family Ties	NBC	26.3/39
3.	Murder, She Wrote	CBS	26.2/36
4.	North and South, pt. 1	ABC	25.8/37
5.	60 Minutes	CBS	24.6/37
6.	Cheers	NBC	24.1/36
7.	Dallas	CBS	23.5/38
8.	Night Court	NBC	22.0/34
9.	Dynasty	ABC	22.0/33
10.	48 Hours	NBC	20.8/30
11.	Miami Vice	NBC	20.6/35
12.	Who's the Boss	ABC	20.4/31
13.	Kate & Allie	CBS	20.0/29
14.	Amazing Stories	NBC	19.9/27
15.	Golden Girls	NBC	19.6/31
16.	Highway to Heaven	NBC	19.4/30
17.	Newhart	CBS	19.4/29
18.	Falcon Crest	CBS	19.2/32
19.	Moonlighting	ABC	19.2/29
20.	Growing Pains	ABC	18.6/28
21.	Knots Landing	CBS	18.5/31
22.	Facts of Life	NBC	18.5/30
23.	A Team	NBC	18.4/28
24.	Hotel	ABC	17.9/31
25.	Scarecrow & Mrs. King	CBS	17.9/26
26.	Crazy Like A Fox	CBS	17.6/24
27.	227	NBC	17.3/28
28.	A Time to Live	NBC	17.1/27
29.	Simon & Simon	CBS	17.0/26
30.	Gimme a Break	NBC	16.8/28
31.	Cagney & Lacey	CBS	16.7/28
32.	Garfield Special	CBS	16.6/26
33.	TV Bloopers & Prac. Jokes	NBC	16.2/24
34.	Riptide	NBC	16.1/24
35.	Charlie Brown Special	CBS	16.0/24
36.	Webster	ABC	15.7/26
37.	Into Thin Air	CBS	15.6/25
38.	Football, Chargers-Raiders	ABC	15.4/27
39.	Remington Steele	NBC	15.4/26
40.	Magnum, P.I.	CBS	15.2/23
41.	Spenser: For Hire	ABC	15.0/25
42.	Hardcastle & McCormick	ABC	15.0/22
43.	Hunter	NBC	14.9/26
44.	Hill Street Blues	NBC	14.9/25
45.	Hell Town	NBC	14.4/22
46.	Mr. Belvedere	ABC	14.3/24
47.	McGyver	ABC	14.3/20
48.	20/20	ABC	14.2/24
49.	Equalizer	CBS	14.0/24
50.	Airwolf	CBS	13.8/23
51.	Badge of Assassin	CBS	13.6/23
52.	Trapper John, M.D.	CBS	13.5/20
53.	St. Elsewhere	NBC	13.3/23
54.	Knight Rider	NBC	13.2/22
55.	Twilight Zone	CBS	12.8/21
56.	Football, Sun. 7-7:36 p.m.	NBC	12.8/21
57.	Misfits of Science	NBC	12.8/20
58.	Ripley's Believe It Or Not	ABC	12.8/19
59.	Love Boat	ABC	12.7/21
60.	The Insiders	ABC	12.3/19
61.	Disney Special	CBS	12.0/18
62.	Charlie & Company	CBS	11.9/18
63.	George Burns Comedy Week	CBS	10.7/16
64.	In the Midnight Hour	ABC	10.5/17
65.	Silver Spoons	NBC	10.0/15
66.	Goldfinger	ABC	8.3/13
67.	Hollywood Beat	ABC	8.1/13

*Indicates premiere episode

increase power to 50 kw, change TL, and make changes in ant. sys. App. Oct. 30.

■ KNXX (1050 khz) Los Ranchos De Albuquerque, N.M.—Seeks mod. of CP to increase power to 1 kw; install DA-D, and change TL. App. Nov. 4.

■ WKCN (910 khz) Dorchester, S.C.—Seeks mod. of lic. to operate by remote control from main SL. App. Oct. 29.

Accepted

■ KMCW (1190 khz) Kensett, Ark.—Seeks mod. of lic. to move SL to Hawkins Drive, Searcy, Ark. App. Nov. 4.

■ KXTC (790 khz) Clovis, Calif.—Seeks MP to augment nighttime standard pattern. App. Nov. 4.

■ KCMJ (1140 khz) Palm Springs, Calif.—Seeks mod. of lic. to operate by remote control from main SL. App. Oct. 31.

■ WNZK (690 khz) Westland, Mich.—Seeks mod. of CP to operate by remote control from 11427 Joseph Campau St., Hamtramck, Mich. App. Oct. 31.

■ KSLQ (1350 khz) Washington, Mo.—Seeks mod. of CP to operate by remote control from main SL. App. Oct. 31.

■ KVEG (1400 khz) Las Vegas—Seeks MP to make changes in ant. sys. App. Nov. 1.

■ KVOZ (890 khz) Del Mar, Tex.—Seeks MP to change city of lic. to Loredo, Tex. App. Oct. 31.

■ KKJB (1000 khz) Marion, Tex.—Seeks MP to change TL. App. Oct. 31.

■ KJSA (1140 khz) Mineral Wells, Tex.—Seeks CP to construct new tower and change TL. App. Nov. 1.

FM's

Accepted

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Seeks CP to change TL; change HAAT to 981.3 ft. App. Nov. 4.

■ KASH-FM (107.5 mhz) Anchorage—Seeks mod. of CP to change TL and make changes in ant. sys. App. Oct. 30.

■ KRKO-FM (95.9 mhz) Fairbanks, Alaska—Seeks mod. of CP to change TL and change HAAT to 6.56 ft. App. Oct. 29.

■ KBBC (95.9 mhz) Lake Havasu City, Ariz.—Seeks mod. of CP to change HAAT to 987.61 ft. App. Nov. 4.

■ KEMO-FM (96.9 mhz) Phoenix—Seeks CP to install aux. ant. sys. App. Oct. 30.

■ KAVS (97.7 mhz) Mojave, Calif.—Seeks mod. of lic. to move SL to 2501 West Avenue "I," Lancaster, Calif. App. Oct. 30.

■ *KCSU-FM (90.5 mhz) Fort Collins, Colo.—Seeks CP to change ERP to 40 kw. App. Oct. 30.

■ *KERP (91.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 0.6 kw, and change HAAT to 334.56 ft. App. Oct. 30.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Seeks mod. of CP to change HAAT to 985.7 ft. App. Oct. 30.

■ WKCX (97.7 mhz) Rome, Ga.—Seeks CP to change ERP to 0.472 kw and change HAAT to 779.66 ft. App. Oct. 30.

■ WYMG (100.5 mhz) Jacksonville, Ill.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Oct. 30.

■ WSMI-FM (106.1 mhz) Litchfield, Ill.—Seeks CP to make changes in aux. ant. sys. App. Oct. 29.

■ WZWZ (92.7 mhz) Kokomo, Ind.—Seeks CP to change freq. to 92.7 mhz. App. Oct. 30.

■ WKQQ (98.1 mhz) Lexington, Ky.—Seeks CP to change TL and change HAAT to 1,003.68 ft. App. Oct. 29.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Seeks mod. of CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. Oct. 30.

■ WOSM (103.1 mhz) Ocean Springs, Miss.—Seeks CP to change HAAT to 320 ft. App. Oct. 30.

■ WONA-FM (96.7 mhz) Winona, Miss.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Oct. 29.

■ WZKC (98.9 mhz) Rochester, N.Y.—Seeks CP to install aux. sys. App. Oct. 30.

■ KDDR-FM (92.3 mhz) Oakes, N.D.—Seeks mod. of CP to change ERP to 4 kw and change HAAT to 152.52 ft. App. Oct. 30.

■ WRKY (103.5 mhz) Steubenville, Ohio—Seeks CP to change ERP to 16 kw. App. Oct. 30.

■ KKNG (92.5 mhz) Oklahoma City—Seeks CP to change HAAT to 984 ft. and install DA. App. Oct. 30.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Seeks CP to change ERP to 2.4 kw. App. Nov. 4.

■ WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Seeks CP to change ERP to 35.5 kw; change HAAT to 577.28 ft., and change transmitter equipment. App. Nov. 4.

■ WGSX (94.7 mhz) Bayamon, P.R.—Seeks mod. of CP to change ERP to 31.9 kw and change HAAT to 1,777.43 ft. App. Oct. 30.

■ WVXO (103.9 mhz) Spokane, Wash.—Seeks mod. of CP to change TL. App. Nov. 4.

TV's

Accepted

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change ERP to vis. 5,000 kw, aur. 501 kw; change HAAT to 1,987 ft., and change TL. App. Oct. 29.

■ WBKZ (ch. 63) Angola, Ind.—Seeks CP to change ERP to vis. 2,900 kw, aur. 290 kw. App. Nov. 4.

■ WMCC (ch. 23) Marion, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 600 kw; change HAAT to 1,082 ft.; replace ant., and change TL. App. Oct. 30.

■ *WTVI (ch. 42) Charlotte, N.C.—Seeks CP to change ERP to vis. 1,393 kw, aur. 139 kw. App. Oct. 31.

■ WTVC-TV (ch. 9) Chattanooga—Seeks CP to change ERP to vis. 316 ft., aur. 31.6 kw; change HAAT to 1,731.84 ft.; replace ant., and change TL. App. Oct. 31.

Actions

AM's

■ KIQI (1010 khz) San Francisco—Dismissed app. to add night service with 2.5 kw; install DA-2, and make changes in ant. sys. Action Oct. 29.

■ WONQ (1140 khz) Orlando, Fla.—Returned app. to increase power to 5 kw. Action Oct. 29.

■ WJKB (780 khz) Siesta Key, Fla.—Granted app. to change TL. Action Oct. 22.

■ WHB (710 khz) Kansas City, Mo.—Granted app. to move SL to 8500 West 63d St., Merriam, Kan. Action Oct. 25.

■ WRNA (1140 khz) China Grove, N.C.—Granted app. to increase day power to 1 kw; increase night power to 250 w, and install DA-D. Action Oct. 15.

■ WEBG (1580 khz) Ebensburg, Pa.—Granted app. to move SL to shopping center, 0.8 miles outside Ebensburg city limits. Action Oct. 22.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

FM's

■ WIZD (104.1 mhz) Atmore, Ala.—Granted app. to operate formerly authorized main facilities as aux. Action Oct. 23.

■ WDRM-FM (102.1 mhz) Decatur, Ala.—Granted app. to change TL and change HAAT to 728.16 ft. Action Oct. 18.

■ KROQ-FM (106.7 mhz) Pasadena, Calif.—Granted app. to move SL to 3800 Alameda Ave., Burbank, Calif. Action Oct. 23.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Granted app. to change ERP to 100 kw and change HAAT to 984 ft. Action Oct. 16.

■ *WJIS (88.1 mhz) Bradenton, Fla.—Granted app. to move SL outside Bradenton city limits. Action Oct. 16.

■ WQUH (103.1 mhz) De Funiak Springs, Fla.—Granted app. to move SL to South Second Street and Bruce Ave., De Funiak Springs. Action Oct. 17.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Granted app. to move SL to 940 Tarpon Street, Fort Myers. Action Oct. 17.

■ WKRY (93.5 mhz) Key West, Fla.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 74 ft. Action Oct. 17.

■ WQBA-FM (107.5 mhz) Miami—Dismissed app. to change TL; change HAAT to 1,000 96 ft.; install DA, and make changes in ant. sys. Action Oct. 21.

■ WFUZ (93.7 mhz) Ocala, Fla.—Dismissed app. to change ERP to 100 kw and change HAAT to 525 ft. Action Oct. 25.

■ WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Dismissed app. to change TL; change HAAT to 1,148 ft., and make changes in ant. sys. Action Oct. 21.

■ WKLS-FM (96.1 mhz) Atlanta—Granted app. to move SL to 1800 Century Boulevard, Atlanta. Action Oct. 25.

■ WZLI (106.1 mhz) Toccoa, Ga.—Granted app. to change TL and change HAAT to 1,239.84 ft. Action Oct. 23.

■ KXOF (106.3 mhz) Bloomfield, Iowa—Returned app. to change HAAT to 300 ft. Action Oct. 25.

■ KMAQ-FM (95.3 mhz) Maquoketa, Iowa—Granted app. to move SL to 129 North Main Street, Maquoketa. Action Oct. 16.

■ KUDL (98.1 mhz) Kansas City, Kan.—Granted app. to move SL to 8500 West 63d Street, Merriam, Kan. Action Oct. 23.

■ KLZS (97.9 mhz) Wichita, Kan.—Dismissed app. to change TL and change HAAT to 1,027 ft. Action Oct. 29.

■ KBAU (94.3 mhz) Golden Meadow, La.—Granted app. to move SL to 315 Callais Lane, Golden Meadow. Action Oct. 16.

■ WQID (93.7 mhz) Biloxi, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,183 ft. Action Oct. 21.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Granted app. to move SL to 4710 Pennsylvania, Kansas City, Mo. Action Oct. 16.

■ WLVY (94.3 mhz) Elmira, N.Y.—Granted app. to change ERP to 1.28 kw and change HAAT to 496.92 ft. Action Oct. 22.

■ WKXZ (93.9 mhz) Norwich, N.Y.—Granted app. to move SI to 14 South Broad Street, Norwich, N.Y. Action Oct. 25.

■ WUWU (107.7 mhz) Wethersfield Township, N.Y.—Granted app. to move SL to 375 West Main Street, Arcade, N.Y. Action Oct. 23.

■ *WNAA (90.1 mhz) Greensboro, N.C.—Granted app. to move SL to Suite 200, Price Hall, Greensboro. Action Oct. 16.

■ WBLZ (103.5 mhz) Hamilton, Ohio—Granted app. to move SL to 1211 West Sharon, Green Hill, S.C. Action Oct. 16.

■ WBBY-FM (103.9 mhz) Westerville, Ohio—Granted app. to change ERP to 2.57 kw. Action Oct. 21.

■ KDLB-FM (99.5 mhz) Henryetta, Okla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Oct. 22.

■ *KTEC (89.5 mhz) Klamath Falls, Ore.—Granted app. to change HAAT to 184 ft. Action Oct. 22.

■ *WBUQ (91.1 mhz) Bloomsburg, Pa.—Granted app. to change ERP to 0.6 kw. Action Oct. 16.

■ WNNK (104.1 mhz) Harrisburg, Pa.—Granted app. to install aux. sys. Action Oct. 28.

■ WJSM-FM (92.7 mhz) Martinsburg, Pa.—Granted app. to change TL; change ERP to .331 kw, and change HAAT to